

Organization Name: Visit Southeast Montana Project Name: Coop Marketing- Evelyn Cameron Heritage Application Completed by: John Brewer	Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Visit Southeast Montana has offered Cooperative Marketing Grants to non-profit tourism related businesses throughout the region and has asked for applications to be submitted. In the application, It is stated that the successful applicant must show that the project for which funds are being requested will benefit Southeast Montana Tourism by increasing tourism to the region. All TAC regulations must be met in order for funding to be given.

The Evelyn Cameron Heritage Organization in Terry, MT has requested funds to create a video advertising Evelyn Cameron. If approved, these funds would be used for creative, placement, professional services, and fee and licensing for the video. The organization obtained three bids for video production.

Funds for this project will be taken from the Cooperative Marketing line item under Marketing Support in the Visit Southeast Montana Annual Budget Overview.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Website Visits
- Consumer Database
- Stakeholder Report Card

Refer to the portions of your marketing plan, which support this project. Relevant portions of the marketing plan are on page 11 of the narrative portion.

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

How does this project support the Strategic Plan?

- This project will support the Strategic Plan for 2013

Detail Pages attached: Yes
No X

**Southeast Montana Tourism
Coop Marketing- Evelyn Cameron Heritage, Inc.**

FILM/VIDEO:	State Tourism Funds	Other Funds	Total
Creative	\$588	\$588	\$1,176
Placement	\$175	\$175	\$350
Professional Services	\$962	\$962	\$1,924
Other (Fees and Licenses)	\$250	\$250	\$500
Total	\$1975	\$1975	\$3,950
Project Total	\$1975	\$1975	\$3,950

FILM/VIDEO

Length Approx. 7 minutes

Distribution Plan The video will be posted on several tourism-related websites, as well as popular social media websites. It will be made available to local Midrivers television stations as well as Montana PBS. It will also be broadcast at the Evelyn Cameron Visitor Center. A DVD copy of the video will be provided to any who request it.